

How To Do A Launch Party

1 Set up

- Make sure the room is well lit.
- Set up a Silver Pak or a minimum of a Complete Weight Loss Pak display.
- Place catalogs, magazines and brochures on a table.
- Prepare samples (FiberSnacks!™ or Chocolate Snacks).
- Make sure you have bottled water or drinking water on hand.
- Determine who is going to handle the tasting and who is going to do the “How To Get Your Products Paid For.”
- Do a test run of the presentation DVD to make sure it works.

2 Welcome

- Play music.
- Keep conversation casual... “How was your day?” “Can I get you water?”
- Do not get into conversation on the specifics of the night’s presentation; save the excitement for the Launch Party.
- Give out samples of Chocolate Snacks and FiberSnacks! Don’t give out samples of IsaLean Shakes...save them for the tasting later.

3 Launch party

- Share your story about why you joined and your experience on the system. “Here’s why I’m doing this Launch Party...” (2 minutes or less).*
- Ask your guests why they’re here...
 - Who is here today because they heard about Isagenix and the weight loss? Maybe you’re looking to lose a few pounds?
 - Who is here to learn about the breakthrough Isagenix has made in healthy aging?
 - Anyone here because they are looking for more endurance?
 - Who is here because they’re interested in earning an extra income?
 - Who doesn’t know why they’re here?
- Play “Why Isagenix” in its entirety (approx. 12 minutes). Why Isagenix IS THE PRESENTATION!
- Recap... “What I love about that video...” (1 Minute)
- Share or choose someone to share 1 or 2 business stories (2 minutes).*
- Explain the Silver Pak or Complete Weight Loss Pak display. Make sure when you explain the system you keep it simple. People want to know how they’re going to incorporate Isagenix into their current lifestyle. (4 minutes or less).
- After you have played “Why Isagenix,” shared some stories and presented the system, pass out order forms and say...
“Right now you may be feeling one of two ways...
One... you like what you see regarding the products.
Two... you like what you see regarding the products and you want to see how to get the products for free.
I’m going to welcome everyone to taste the products and if you’re interested in getting these products for free, please stick around for 10 minutes after the tasting and I’ll show you how.”

4 Tasting

- Everyone goes to the tasting area.
- Provide very small IsaLean Shake samples in a few flavors. You can also have on hand Chocolate Snacks, FiberSnacks!, e+, Want More Energy? or other delicious products.
- Have one person help sign up product users and answer product questions.
- Save all business questions for “How To Get Your Product Paid For” training.
- If someone has a question that you do not know... do a 3-way call to an upline leader. Make sure your upline knows that you’re having a Launch Party and will be by the phone.

5 How To Get Your Product Paid For

- Take those interested in earning free product into a different area of the home, let the others keep tasting.
- Share your business story or a story of someone earning products for free.
- Pass out “How To Get Your Products Paid For” sheets.
- Have them fill out their “Who Do You Know List.”
- Play You+Two, Them+2 webinar.
- Explain how using their “Who Do You Know List” and “You+Two, Them+2” can get their products paid for.
- Ensure that they know how to get into action over the next 7 days (this is on the “How to Get Your Products Paid For” sheet).

6 How to follow up with those who don’t come

- Call them back and share a highlight from the Launch Party
- Set up a one-on-one and show them the flipchart on “Isagenix To Go.”

* All stories should be compliant. Reference IsagenixBusiness.com/NextSteps for Compliant story examples.